



Floriculture Statistics

Cooperating with the Pennsylvania Department of Agriculture

4050 Crums Mill Road, Suite 203 · Harrisburg, PA 17112-2875

(717) 787-3904 · (717) 782-4011 FAX · www.nass.usda.gov

For the complete report with many more details, search on the keyword 'floriculture' at www.nass.usda.gov

A special "THANK YOU" to greenhouse operators and floriculture producers who have helped by completing the annual Commercial Floriculture Survey during January and February.

In 2009, the greenhouse and nursery industry comprised 6 percent of all cash receipts received by agricultural producers in Pennsylvania. The annual Commercial Floriculture Survey measures one portion of this important sector of the agricultural economy.

There were 711 growers in 2010, compared to 743 growers in 2009. The 2010 wholesale value of sales by commercial flower and foliage producers in Pennsylvania totaled \$162.3 million, up slightly from 2009. Pennsylvania ranked 10th nationally in wholesale sales of floriculture crops.

All values in the following tables are **wholesale equivalent** value of sales; they were derived by multiplying the average wholesale price by the total quantity sold.

The value of sales at wholesale of total bedding or garden plants for operations with over \$100,000 in sales was \$75.4 million, down \$3.0 million from 2009.

The total covered growing area for Pennsylvania in 2010 was 19.9 million square feet, down one percent from 2009. Covered growing area included: glass greenhouses, 1.7 million square feet; fiberglass and other rigid greenhouses, 2.3 million square feet; film plastic (single/multi) greenhouses, 15.9 million square feet; and shade and temporary cover, 213,000 square feet. Growers also used 475 acres of open ground in 2010.



Pennsylvania: Number of Growers,
Reported Gross Value of Sales, 2009-2010

Value of Sales	2009	2010
	<i>Number</i>	
\$10,000 - \$19,999	126	89
\$20,000 - \$39,999	176	138
\$40,000 - \$49,999	65	63
\$50,000 - \$99,999	145	215
\$100,000 - \$499,999	177	154
\$500,000 or More	54	52
TOTAL	743	711
	<i>1,000 Dollars</i>	
Expanded wholesale value ¹	161,483	162,273

¹ Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

About the Survey: The Commercial Floriculture Survey is conducted annually by USDA's National Agricultural Statistics Service (NASS) in 15 states. It is a "census" of all known operations with more than \$10,000 in floriculture sales. For operations with more than \$100,000 in sales, detailed data is collected about specific varieties.

Data summarized in the tables showing grower numbers and growing area represent all growers having sales of \$10,000 or more. The area statistics will not be comparable between the two published years because they include nursery production for 2009, due to joint data collection efforts with the 2009 Census of Horticulture.

The results of the survey are available to the public. Associations use these statistics when working with policy makers at the state and national levels. University extension specialists justify research grants and other activities with statistics that describe the size and importance of the industry in each state. Banks and other lending institutions often use the data when evaluating loan applications. Individual producer data is kept strictly confidential and used only in combination with other reports to prepare state and national statistics. Individual information is exempted from disclosure under the Freedom of Information Act.

Pennsylvania: Growing Area by Type of Cover,
All Operations with \$10,000+ Sales, 2009-2010

Type of Cover	2009	2010
	<i>Number</i>	
Total number of growers	743	711
	<i>1,000 Square Feet</i>	
Glass greenhouses	1,941	1,673
Fiberglass & other rigid greenhouses	2,030	2,289
Film plastic (single/multi) greenhouses	16,157	15,924
TOTAL GREENHOUSE COVER	20,128	19,886
Shade and temporary cover	459	213
TOTAL COVERED AREA	20,587	20,099
	<i>Acres</i>	
Open ground	1,622	475

Pennsylvania: Growing Area by Type of Cover,
All Operations with \$100,000+ Sales, 2009-2010

Type of Cover	2009	2010
Total number of growers	<i>Number</i>	
	231	206
Glass greenhouses	<i>1,000 Square Feet</i>	
	1,580	1,399
Fiberglass & other rigid greenhouses	1,540	1,538
Film plastic (single/multi) greenhouses	11,906	12,032
TOTAL GREENHOUSE COVER	15,026	14,969
Shade and temporary cover	248	124
TOTAL COVERED AREA	15,274	15,093
Open ground	<i>Acres</i>	
	1,048	292

Pennsylvania: Floriculture Crops - Wholesale Value of Sales
by Category for Operations with \$100,000+ Sales, 2009-2010

Category	2009	2010
<i>1,000 Dollars</i>		
Annual bedding/garden plants	(²)	(²)
Herbaceous perennial plants	(²)	(²)
Total bedding/garden plants ¹	78,359	75,384
Total potted flowering plants	29,423	29,648
Total foliage for indoor or patio use	2,344	2,624
Total cut flowers	8,185	(²)
Propagative materials	23,934	23,489

¹ Includes annual bedding plants and herbaceous perennials.

² Included in Other States to avoid disclosing individual operations.

Pennsylvania: Potted Flowering Plants - Producers and Pots Sold for Operations with \$100,000+ Sales, 2009-2010

Flower Type	Producers		Quantity Sold				Percent of Sales at Wholesale		Wholesale Price				Value of All Sales at Wholesale ¹	
	2009	2010	Less Than 5 Inch		5 Inch or More		2009	2010	Less Than 5 Inch		5 Inch or More		2009	2010
			2009	2010	2009	2010			2009	2010	2009	2010		
	Number		1,000 Pots				Percent		Dollars per Pot				1,000 Dollars	
African Violets	14	12	105	69	(²)	(²)	98	98	1.74	1.87	(²)	(²)	183	129
Finished florist azaleas	22	18	(²)	(²)	11	9	54	47	(²)	(²)	9.68	9.55	106	86
Florist chrysanthemums	50	45	134	168	103	97	87	90	3.42	3.04	4.72	4.68	944	965
Easter lilies	67	59	2	-	719	652	96	97	1.67	-	3.95	3.73	2,843	2,432
Poinsettias	102	95	449	500	1,107	1,609	84	89	1.79	1.77	5.30	4.36	6,671	7,900
Spring flowering bulbs	55	59	1,509	1,572	3,956	4,138	98	98	1.38	1.40	3.00	2.99	13,950	14,573
Other flowering plants	98	67	602	224	368	348	85	81	2.05	2.07	5.15	4.40	3,129	1,995

¹ Equivalent wholesale value of all sales. ² Quantity and price combined into pot size with greatest production to avoid disclosing data of individual operations.

Pennsylvania: Foliage Plants for Indoor or Patio Use, Potted Foliage - Producers,
Quantity Sold, Price and Value for Operations with \$100,000+ Sales, 2009-2010

Producers		Percent of Sales at Wholesale		Value of Sales at Wholesale ¹	
2009	2010	2009	2010	2009	2010
<i>Number</i>		<i>Percent</i>		<i>1,000 Dollars</i>	
52	34	87	91	1,656	1,652

¹ Equivalent wholesale value of sales.

Pennsylvania: Foliage Plants for Indoor or Patio Use Foliage Hanging Basket - Producers,
Quantity Sold, Price and Value for Operations with \$100,000 + Sales, 2009-2010

Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ¹	
2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
<i>Number</i>		<i>1,000 Baskets</i>		<i>Percent</i>		<i>Dollars Per Basket</i>		<i>1,000 Dollars</i>	
42	51	110	151	88	85	6.25	6.44	688	972

¹ Equivalent wholesale value of sales.



Pennsylvania: Potted Herbaceous Perennials - Price and Value for Operations with \$100,000+ Sales, 2009-2010

Flower Type	Year	Producers	Quantity Sold					Percent of Sales at Wholesale	Wholesale Price					Value of All Sales at Wholesale ¹
			Less Than 5 Inch	5 Inch or More	Less Than 1 Gallon	1 to 2 Gallon	2 Gallon & Larger		Less Than 5 Inch	5 Inch or More	Less Than 1 Gallon	1 to 2 Gallon	2 Gallon & Larger	Total
		<i>Number</i>	<i>1,000 Pots</i>					<i>Percent</i>	<i>Dollars Per Pot</i>					<i>1,000 Dollars</i>
Hardy/garden Chrysanthemums	2009	134	542	2,439	-	-	-	83	1.21	2.52	-	-	-	6,802
	2010	124	326	2,192	-	-	-	80	1.15	2.30	-	-	-	5,417
Hostas	2009	84	-	-	35	90	7	61	-	-	3.45	4.76	6.31	593
	2010	74	-	-	33	77	8	68	-	-	2.18	4.79	6.54	493
Other herbaceous perennials	2009	(²)	-	-	(²)	(²)	(²)	(²)	-	-	(²)	(²)	(²)	(²)
	2010	(²)	-	-	(²)	(²)	(²)	(²)	-	-	(²)	(²)	(²)	(²)

¹ Equivalent wholesale value of all sales. ² Included in Other States to avoid disclosing individual operations.

Pennsylvania: Annual Bedding/Garden Plants Flats (Only) - Producers, Quantity Sold, Price and Value for Operations with \$100,000+ Sales, 2009-2010

Annual Bedding/Garden Plants	Year	Producers	Total Quantity Sold	Percent of Sales at Wholesale	Wholesale Price	Value of Sales at Wholesale ¹
<i>Flats (ONLY)</i>		<i>Number</i>	<i>1,000 Flats</i>	<i>Percent</i>	<i>Dollars per Flat</i>	<i>1,000 Dollars</i>
Begonias	2009	149	134	72	9.85	1,320
	2010	134	122	71	8.92	1,088
Geraniums from vegetative cuttings	2009	11	15	85	19.39	291
	2010	(²)	(²)	(²)	(²)	(²)
Geraniums from seeds	2009	22	7	70	14.60	102
	2010	17	3	47	13.34	40
New Guinea Impatiens	2009	23	29	54	14.39	417
	2010	18	24	46	13.26	318
Impatiens	2009	161	457	75	9.10	4,159
	2010	143	442	75	8.89	3,929
Marigolds	2009	162	215	72	8.94	1,922
	2010	141	204	68	9.56	1,950
Pansies/Violas	2009	156	236	79	10.09	2,381
	2010	140	219	75	8.74	1,914
Petunias	2009	164	312	73	9.21	2,874
	2010	141	278	70	7.97	2,216
All other flowering & foliar plants	2009	159	898	75	10.85	9,743
	2010	138	739	74	9.39	6,939
Vegetable type plants	2009	125	403	70	11.52	4,643
	2010	129	364	72	11.92	4,339

¹ Equivalent wholesale value of all sales. ² Included in Other States to avoid disclosing individual operations.



Pennsylvania: Annual Bedding/Garden Plants Potted (Only) - Producers, Quantity, Price and Value for Operations with \$100,000+ Sales, 2009-2010

Annual Bedding/Garden Plants	Year	Producers	Quantity Sold		Total	Percent of Sales at Wholesale	Wholesale Price		Value of Sales at Wholesale ¹
			Less Than 5 Inch	5 Inch or More			Less Than 5 Inch	5 Inch or More	
<i>Potted Plants (ONLY)</i>		<i>Number</i>	<i>1,000 Pots</i>			<i>Percent</i>	<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>
Begonias	2009	95	417	71	488	85	0.81	1.74	461
	2010	95	601	76	677	90	1.11	1.77	802
Geraniums from vegetative cuttings	2009	169	2,937	323	3,260	77	1.60	4.28	6,082
	2010	150	2,561	325	2,886	79	1.65	3.88	5,487
Geraniums from seeds	2009	51	906	46	952	85	0.87	1.88	875
	2010	56	909	34	943	83	0.89	1.71	867
New Guinea Impatiens	2009	165	582	84	666	64	1.80	3.01	1,300
	2010	148	526	86	612	65	1.84	2.97	1,223
Impatiens	2009	66	1,250	440	1,690	98	0.68	2.53	1,963
	2010	62	1,257	431	1,688	98	0.72	2.50	1,983
Marigolds	2009	48	675	94	769	97	0.72	1.41	619
	2010	41	684	92	776	98	0.74	1.41	636
Pansies/Violas	2009	60	581	199	780	95	0.80	1.86	835
	2010	56	660	170	830	97	0.86	1.94	897
Petunias	2009	110	1,170	331	1,501	90	0.81	2.25	1,692
	2010	96	1,273	315	1,588	91	1.02	2.23	2,001
All other flowering & foliar plants	2009	155	2,723	1,351	4,074	74	1.03	2.94	6,777
	2010	129	3,016	1,353	4,369	80	1.14	3.37	7,998
Vegetable type plants	2009	112	1,718	632	2,350	75	1.26	2.52	3,757
	2010	104	1,632	558	2,190	78	1.50	2.56	3,876

¹ Equivalent wholesale value of all sales.

Pennsylvania: Annual Bedding/Garden Plants Hanging Baskets (Only) - Producers, Quantity Sold, Price and Value for Operations with \$100,000+ Sales, 2009-2010

Annual Bedding/Garden Plants	Year	Producers	Total Quantity Sold	Percent of Sales at Wholesale	Wholesale Price	Value of Sales at Wholesale ¹
<i>Hanging Baskets (ONLY)</i>		<i>Number</i>	<i>1,000 Baskets</i>	<i>Percent</i>	<i>Dollars per Basket</i>	<i>1,000 Dollars</i>
Begonias	2009	94	62	67	7.23	448
	2010	88	67	70	6.69	448
Geraniums from vegetative cuttings	2009	107	143	79	7.71	1,103
	2010	107	142	76	7.80	1,108
Geraniums from seeds	2009	9	18	78	6.53	118
	2010	11	15	84	6.24	94
New Guinea Impatiens	2009	111	128	74	7.45	954
	2010	106	168	79	7.31	1,228
Impatiens	2009	82	109	87	5.79	631
	2010	72	112	85	5.75	644
Pansies/Violas	2009	37	34	85	5.64	192
	2010	39	35	68	6.00	210
Petunias	2009	123	378	51	5.14	1,943
	2010	120	393	60	5.25	2,063
All other flowering & foliar plants	2009	139	557	63	7.34	4,088
	2010	127	577	64	7.34	4,235

¹ Equivalent wholesale value of all sales.

Pennsylvania: Propagative (Unfinished) Floriculture Materials - Total Value of Sales by Category for Operations with \$100,000+ Sales, 2009-2010

Year	Potted Flowering Plants	Annual Bedding/ Garden Plants	Herbaceous Perennial Plants
	<i>1,000 Dollars</i>	<i>1,000 Dollars</i>	<i>1,000 Dollars</i>
2009	(¹)	5,086	18,345
2010	(¹)	5,574	17,497

¹ Included in Other States to avoid disclosing data of individual operations.